

## CLAIMS

What is claimed is:

1           1.     A method of dynamically pricing and/or generating an advertising  
2 message to be sent to at least one of a plurality of mobile terminal users, the method  
3 comprising:

4                 selecting at least one of a plurality of mobile terminals using at least one  
5 criteria;

6                 maintaining information about the at least one of a plurality of mobile terminal  
7 users matching the at least one criteria;

8                 creating an advertising message to be sent to the selected at least one of a  
9 plurality of mobile terminals, the advertising message including content dynamically generated  
10 based on a number of mobile terminals selected using the at least one criteria to receive the  
11 advertising message;

12                defining a price of the advertising message based on the number of the at least  
13 one of mobile terminal users matching the at least one criteria;

14                distributing the advertising message to the at least one of a plurality of mobile  
15 terminal users matching the at least one criteria; and

16                debiting a service user the price of the advertising message distributed to the at  
17 least one of a plurality of mobile terminal users matching the at least one criteria.

1           2.     The method of claim 1, wherein the at least one criteria comprises at least  
2 one criteria of a group of criteria consisting of the number of mobile terminals in a specific  
3 location, profiles of the plurality of mobile terminals, a time at which the advertising message is  
4 to be sent, a business density of the service user sponsoring the advertising message, and  
5 campaign limitations of an advertisement campaign.

1           3.     The method of claim 1, further comprising obtaining user information  
2 about the mobile terminal users, and wherein the step of selecting the at least one of a plurality of  
3 mobile terminals that is to be sent an advertising message comprises specifying a type of user to  
4 whom the advertising message should be provided in accordance with the obtained user  
5 information.

1           4.     The method of claim 1, wherein the advertising message comprises an  
2 electronic coupon.

1           5.     A method of dynamically generating an advertising message sent to mobile  
2 terminal users, the method comprising:  
3                 selecting at least one of a plurality of mobile terminals using at least one specific  
4 criteria; and

5                   creating an advertising message to be sent to the selected at least one of a plurality  
6 of mobile terminals, the advertising message including content dynamically generated based on a  
7 number of mobile terminals selected using the at least one specific criteria to receive the  
8 advertising message.

1                   6.       The method of claim 5, wherein the at least one specific criteria comprises  
2 at least one criteria of a group of criteria consisting of the number of mobile terminals in a  
3 specific location, profiles of the plurality of mobile terminals, a time at which the advertising  
4 message is to be sent, a business density of a service user sponsoring the advertising message, and  
5 campaign limitations of an advertisement campaign.

1                   7.       The method of claim 5, further comprising obtaining user information  
2 about the mobile terminal users, and wherein the step of selecting the at least one of the plurality  
3 of mobile terminals that is to be sent an advertising message comprises specifying a type of user  
4 to whom the advertising message should be provided in accordance with the obtained user  
5 information.

1                   8.       The method of claim 5, wherein the step of obtaining user information  
2 comprises obtaining at least one of user profile information and user location information.

1           9.     The method of claim 5, wherein the step of obtaining user location  
2 information comprises obtaining user location information from at least one element of a group  
3 consisting of a mobile terminal identifier, a cell identifier identifying a cell of a mobile  
4 communications network with which the mobile terminal is communicating, a global positioning  
5 system identifying the position of the mobile terminal, a wireless local area network with which  
6 the mobile terminal communicates, and a terminal with which the mobile terminal communicates  
7 over a short range communication link.

1           10.    The method of claim 5, wherein the content of the advertising message  
2 comprises an electronic coupon, and the method further comprises:

3                receiving the electronic coupon at a particular terminal of the selected mobile  
4 terminals; and

5                redeeming the electronic coupon by transmitting the electronic coupon from the  
6 particular terminal to a coupon redemption terminal to redeem a special offer specified in the  
7 electronic coupon.

1           11.    The method of claim 10, wherein the step of creating the advertising  
2 message comprises dynamically assigning a monetary value to the special offer specified in the  
3 electronic coupon, and the method further comprises specifying a second criteria for determining  
4 the monetary value of the special offer.

1                   12.    The method of claim 10, wherein the step of transmitting the electronic  
2   coupon comprises transmitting the electronic coupon to the particular terminal over either of a  
3   short range communication link and a wireless local area network.

1                   13.    The method of claim 10, further comprising validating the electronic  
2   coupon.

1                   14.    The method of claim 10, further comprising tracking the use of the  
2   electronic coupon.

1                   15.    The method of claim 5, further comprising transmitting the advertising  
2   message using a short range communication transmitter located at a particular location to the  
3   selected mobile terminals, and wherein the content of the advertising message further comprises  
4   location coordinates of the short range communication transmitter.

1                   16.    The method of claim 15, further comprising determining at a particular  
2   mobile terminal of the selected mobile terminals a current location of the particular mobile  
3   terminal using the location coordinates.

1                   17.    A method of dynamically pricing an advertising message sent to at least  
2   one of a plurality of mobile terminal users, the method comprising:

maintaining information about at least one of a plurality of mobile terminal users matching at least one criteria;

defining a price of the advertising message based on the number of the at least one of mobile terminal users matching the at least one criteria;

distributing the advertising message to the at least one of a plurality of mobile terminal users matching the at least one criteria; and

debiting a service user the price of the advertising message distributed to the at least one of a plurality of mobile terminal users matching the at least one criteria.

18. The method of claim 17, wherein the at least one criteria comprises at least one criteria of a group of criteria consisting of the number of mobile terminals in a specific location, profiles of the plurality of mobile terminals, a time at which the advertising message is to be sent, a business density of the service user sponsoring the advertising message, and campaign limitations of an advertisement campaign.

19. The method of claim 17, further comprising obtaining user information about the mobile terminal users, and wherein the step of selecting the at least one of a plurality of mobile terminals that is to be sent an advertising message comprises specifying a type of user to whom the advertising message should be provided in accordance with the obtained user information.

20. The method of claim 17, wherein the advertising message comprises an electronic coupon.

21. A system of dynamically pricing and/or generating an advertising message to be sent to at least one of a plurality of mobile terminals, comprising:

at least one of a plurality of mobile terminals;

a network with which the at least one of a plurality of mobile terminals communicates;

a server communicating with the network, the server comprising:

means for selecting at least one of a plurality of mobile terminals using at least one criteria;

means for maintaining information of the at least one of a plurality of mobile terminal users matching the at least one criteria;

means for creating an advertising message to be sent to the selected at least one of a plurality of mobile terminals, the advertising message including content dynamically generated based on a number of mobile terminals selected using the at least one criteria to receive the advertising message;

means for defining a price of the advertising message based on the number of the at least one of mobile terminal users matching the at least one criteria;

means for distributing the advertising message to the at least one of a plurality of mobile terminal users matching the at least one criteria; and

19 means for debiting to a service user the price of the advertising message  
20 distributed to the at least one of a plurality of mobile terminal users matching the at least one  
21 criteria.

1 22. The system of claim 21, wherein the at least one criteria comprises at least  
2 one criteria of a group of criteria consisting of the number of mobile terminals in a specific  
3 location, profiles of the plurality of mobile terminals, a time at which the advertising message is  
4 to be sent, a business density of the service user sponsoring the advertising message, and  
5 campaign limitations of an advertisement campaign.

1 23. The system of claim 21, further comprising means for obtaining user  
2 information about the mobile terminal users, and wherein the means for selecting the at least one  
3 of a plurality of mobile terminals that is to be sent an advertising message comprises means for  
4 specifying a type of user to whom the advertising message should be provided in accordance with  
5 the obtained user information.

1 24. The system of claim 21, wherein the advertising message comprises an  
2 electronic coupon.

1 25. A communication system for providing an advertising message to a  
2 plurality of mobile terminals, the system comprising:



3 a dedicated server communicating with a communications network for updating  
4 a database including information selecting at least one of a plurality of mobile terminals using at  
5 least one specific criteria;

6 an advertising message to be sent to the selected at least one of a plurality of  
7 mobile terminals including content to be sent to the selected at least one of a plurality of mobile  
8 terminals, the content of the advertising message being dynamically generated based on a  
9 number of mobile terminals selected using the at least one specific criteria to receive the  
10 advertising message before being sent to the selected mobile terminals; and

11 a transceiver communicating with the dedicated server for transmitting the  
12 advertising message to the selected at least one of a plurality of mobile terminals.

1 26. The communication system of claim 25, wherein the at least one specific  
2 criteria comprises at least one of a group consisting of the number of mobile terminals in a  
3 specific location, profiles of the plurality of mobile terminals, a time at which the electronic  
4 coupon message is to be sent, a business density of a service user sponsoring the electronic  
5 coupon message, and advertisement campaign limitations of an advertisement campaign.

1 27. The communication system of claim 25, wherein the information in the  
2 database comprises user profile information compiled from users of the plurality of mobile  
3 terminals.

1           28.    The communication system of claim 25, wherein the information in the  
2   database comprises user location information for at least one of an element of a group consisting  
3   of a mobile terminal identifier, a cell identifier identifying a cell of a mobile communications  
4   network with which the mobile terminal is presently communicating, a global positioning system  
5   identifying the position of the mobile terminal, a wireless local area network with which the  
6   mobile terminal communicates, and a terminal with which the mobile terminal communicates over  
7   a short range communication link.

1           29.    The communication system of claim 25, wherein the content of the  
2   electronic coupon message comprises an electronic coupon, and the communication system further  
3   comprises a coupon redemption terminal to which the electronic coupon may be transmitted for  
4   redemption of the electronic coupon after receipt of the electronic coupon at a particular mobile  
5   terminal of the selected at least one of a plurality of mobile terminals.

1           30.    The communication system of claim 29, wherein the electronic coupon  
2   specifies a special offer having a dynamically assigned monetary value, and the communication  
3   system further comprises a second criteria for determining the monetary value of the special offer.

1           31.    The communication system of claim 29, further comprising one of a short  
2   range communication link and a wireless local area network for transmitting the electronic coupon  
3   to the particular mobile terminal of the selected mobile terminals.

1           32.    The communication system of claim 29, wherein the communication  
2 system further comprises a validation procedure for verifying the authenticity of the electronic  
3 coupon.

1           33.    The communication system of claim 29, further comprising a tracking  
2 procedure for tracking the use of the electronic coupon.

1           34.    The communication system of claim 25, wherein the transceiver comprises  
2 a short range communication transmitter located at a particular location to transmit the electronic  
3 coupon message to the selected mobile terminals, and wherein the content of the electronic  
4 coupon message further comprises location coordinates of the short range communication  
5 transmitter.